

**BLOCKBUSTER'S AMENDED PRELIMINARY INVALIDITY CONTENTIONS****DECEMBER 20, 2006****U.S. PATENT NO. 7,024,381 B1****EXHIBIT B****IDENTIFICATION OF PRIOR ART**  
**Prior Art Publications**

	<b>Author</b>	<b>Title</b>	<b>Publication</b>	<b>Publisher</b>	<b>Date</b>	<b>Short Name</b>	<b>Bates Numbers</b>
<b>1.</b>	Wanger, <i>et al.</i>	Automated Circulation System in Libraries Serving the Blind and Physically Handicapped: A Reference Guide for Planning		Cuadra Associates	05/15/1981	<i>Reference Guide</i>	BB00008174 – 8465
<b>2.</b>	Anguilla	Southern Retailer Says 'Video Library' Makes Bookkeeping A Breeze	Video Retailing		July 1982	<i>Multi-Video Article</i>	BB00012975
<b>3.</b>		Regional Reports: Central Region	Video Store		Jan. 1985	<i>Pop*Card Article No. 1</i>	BB00012976
<b>4.</b>		Pop*Card Franchise Purchased	The Oklahoman	The Oklahoman	07/22/1984	<i>Pop*Card Article No. 2</i>	BB00013058

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5.		Finally, the No-Limit Video Tape Library!	The Oklahoman	The Oklahoman	04/02/1982	<i>Pop*Card Ad No. 1</i>	BB00013052
6.		Get the Best Seat in the House	The Oklahoman	The Oklahoman	12/24/1984	<i>Pop*Card Ad No. 2</i>	BB00013053
7.		Hurry! Free! Footloose Raiders of the Lost Ark Disney Gold Your Choice When You Join Pop*Card! The No-Limit Videotape Library for 90 Days!	The Oklahoman	The Oklahoman	11/07/1984	<i>Pop*Card Ad No. 3</i>	BB00013054
8.		Free! Cabbage Patch Doll	The Oklahoman	The Oklahoman	05/25/1985	<i>Pop*Card Ad No. 4</i>	BB00013056
9.		Free! Raiders of the Lost Ark! When You Join Pop*Card The No-Limit Videotape Library!	The Oklahoman	The Oklahoman	12/09/1983	<i>Pop*Card Ad No. 5</i>	BB00013057
10.		Belly? Then You Need Pop*Card The No-Limit Videotape Library	The Oklahoman	The Oklahoman	05/20/1984	<i>Pop*Card Ad No. 6<sup>1</sup></i>	BB00013059
11.		It-Had-To-Happen Department: Newest Ways to Rent Videos	Changing Times (pre-1986), p. 9, October 1985	Kiplinger	Oct. 1985	<i>Video Hit Article</i>	BB00004581

<sup>1</sup>“Pop\*Card Articles Nos. 1-2” and “Pop\*Card Ads Nos. 1-6” are hereinafter referred to collectively as “Pop\*Card publications.”

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<b>12.</b>	Dreyfuss	French Twist	Fortune	Time Inc.	05/13/1985	<i>Cine Club Article No. 1</i>	BB00012207, 13025-13027
<b>13.</b>		It-Had-To-Happen Department: Newest Ways to Rent Videos	Changing Times (pre-1986), p. 9, October 1985	Kiplinger	Oct. 1985	<i>Cine Club Article No. 2</i>	BB00004581
<b>14.</b>			PR Newswire	PR Newswire Association	09/10/1985	<i>Cine Club Article No. 3</i>	BB00013047 - 13048
<b>15.</b>		Pssst! Hey, You! Wanna Buy 'Terminator' Cheap?	Daily News		1985	<i>Cine Club Article No. 4</i>	BB00013028
<b>16.</b>		The Cine Club Viewer	Newsletter	Cine Club	July 1985	<i>Cine Club Newsletter</i>	BB00013032 – 13033
<b>17.</b>		Fast Track	New York		10/07/1985	<i>Cine Club Article No. 5</i>	BB00013029
<b>18.</b>		Exclusive in New York	Daily News		10/31/1985	<i>Cine Club Ad No. 1</i>	BB00013031
<b>19.</b>	Morabito		Letter with flyer	Cine Club	11/25/1985	<i>Cine Club Flyer</i>	BB00013034 – 13035
<b>20.</b>		Exclusive in New York	Daily News		12/23/1985	<i>Cine Club Ad No. 2<sup>2</sup></i>	BB00013030

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<sup>2</sup> “Cine Club Articles Nos. 1-5”, “Cine Club Newsletter”, “Cine Club Flyer” and “Cine Club Ads. 1-2” are hereinafter referred to collectively as “Cine Club publications.”

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21.	Rodriguez	Functional Requirements	Access Self-Study, Vol. 7	Texas State Library Division for the Blind & Physically Handicapped	12/15/1987	<i>Functional Requirements</i>	BB00008466 – 8479
22.		Have You Heard The Best Idea for Maintaining Your Competitive Edge?	Brochure	Tape Rental Library Inc.	1997?	<i>AudioQueue Brochure</i>	BB00012226 – 12241
23.		Audio Cassettes	1988 Catalog	Tape Rental Library Inc.	1988	<i>AudioQueue Catalog No. 1</i>	BB00012242 – 12310
24.		Audio Cassettes	1997 Catalog	Tape Rental Library Inc.	1997	<i>AudioQueue Catalog No. 2</i>	BB00012311 – 12363
25.		Audio Cassettes	1995 Catalog	Tape Rental Library Inc.	1995	<i>AudioQueue Catalog No. 3</i>	BB00012364 – 12426
26.		Audio Cassettes	1998 Catalog	Tape Rental Library Inc.	1998	<i>AudioQueue Catalog No. 4<sup>3</sup></i>	BB00012427 – 12481
27.	Hattery <i>et al.</i>	Maxcess Makes It Easy: A Midrange Library System	Information Retrieval & Library Automation	Lomond Publications, Inc.	April 1993	<i>Maxcess</i>	BB00003020 - 3024

<sup>3</sup> “*AudioQueue Brochure*” and “*AudioQueue Catalogs Nos. 1-4*” are hereinafter referred to collectively as “*AudioQueue publications*.”

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<b>28.</b>		Welcome to the Web! Avis Rent-A-Car	Internet for Business, Issue 1, p. 6	Financial Times, Telecoms & Media Publishing	May/June 1996	<i>Avis Article</i>	BB00003183 – 3184
<b>29.</b>		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1996	<i>Avis 1996 Web Pages</i>	BB00011978 – 11986; BB00011989 – 11990
<b>30.</b>		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1997	<i>Avis 1997 Web Pages</i>	BB00011937 – 11977; BB00011987 – 11988; BB00011991 – 12053
<b>31.</b>		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1998	<i>Avis 1998 Web Pages</i>	BB00011927
<b>32.</b>		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1999	<i>Avis 1999 Web Pages</i> <sup>4</sup>	BB00011928 – 11930; BB00011933 – 11936; BB000112054

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<sup>4</sup> “Avis Article” and “Avis 1996-1999 Web Pages” are hereinafter referred to collectively as “Avis publications.”

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	Author	Title	Publication	Publisher	Date	Short Name	Bates Numbers
33.		Books On Tape On-line Order Form	booksontape.com archive.org	Books On Tape	02/14/1997	<i>Books On Tape Web Pages No. 1</i>	BB00012211 – 12213
34.		More About B-O-T & Frequently Asked Questions	booksontape.com archive.org		05/08/1999	<i>Books On Tape Web Pages No. 2<sup>5</sup></i>	BB00013037 – 13046; BB00012214
35.		Sirsi Corporation	Library Technology Reports: Vendors of Integrated Library Systems, p. 239	American Library Association	March-April 1997	<i>Sirsi</i>	BB00003056
36.	Kuehner	Serving Book Listeners Audio-Only Bookstore to Open in Solon	The Plain Dealer, p. 1B	The Plain Dealer, Cleveland, Ohio	11/11/1998	<i>Talking Book World Article</i>	BB00004576 – 4577
37.	Magerman	User Manual	Video Vendor	Multipost Retail Systems	No later than 1995	<i>Video Vendor User Manual</i>	BB00012223 – 12225
38.		Now Offering 30 Day Free Trial	bizlibrary.com archive.org	Business Training Library	No later than April 1998	<i>Business Training Library Web Pages</i>	BB00013049 – 13051
39.		Advertisement	Oberlin News Tribune	Oberlin News Tribune	12/01/1998	<i>Campus Video Article</i>	BB00013036

<sup>5</sup> “Books On Tape Web Pages Nos. 1-2” are hereinafter referred to collectively as “Books On Tape publications.”

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40.		Auto Librarian	Library Technology Reports: Library System Software, p. 234	American Library Association	March-April 1999	<i>Auto Librarian</i>	BB00003025 – 3038
41.		Annual Report 1998	Annual Report 1998	TiVo Inc.	03/31/1999	<i>TiVo Report</i>	BB00012065 – 12163
42.	Snoddy	Coming soon: video recorder that picks the programmes	The Times (London)	Times Newspapers Ltd.	04.28.1999	<i>TiVo Article No. 1</i>	BB00012164-BB0012165
43.		BRIEFLY...	USA Today	Gannett Company, Inc.	04.28.1999	<i>TiVo Article No. 2</i>	BB00012166
44.		DIRECTV Inc. Announces Equity Investment in TiVo Inc.; DIRECTV, TiVo Partner to Market Personal Television Service	Business Wire	Business Wire, Inc.	04.27.199	<i>TiVo Article No. 3</i>	BB00012167-BB00012168
45.	Kuchinskas	IQ News: Analysis – Six Degrees of Television	ADWEEK	A/S/M/Communications, Inc.	04.26.1999	<i>TiVo Article No. 4</i>	BB00012169-BB00012170

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46.		TiVo Selects Atmel's Smart Card Crypto Controller for Authentication and Security; AT90SC3232C Offers Highest Security	Business Wire	Business Wire, Inc.	04.26.1999	<i>TiVo Article No. 5</i>	BB00012171- BB00012172
47.		REPLAY NETWORKS DEALS	Consumer Electronics	Warren Publishing, Inc.	04.26.1999	<i>TiVo Article No. 6</i>	BB00012173- BB00012174
48.	Shaffer	Why Digital Devices Will Proliferate; FORGET THE FREE PC	Fortune	Time Inc.	04.26.199	<i>TiVo Article No. 7</i>	BB00012175- BB00012176
49.		INTERACTIVE VIDEO THE NEXT BATTLEGROUND	INSIDE MULTIMEDIA	Phillips Business Information, Inc.	04.26.1999	<i>TiVo Article No. 8</i>	BB00012177- BB00012178
50.	Ojeda-Zapata	DIGITAL DEVICES FUN, BUT PRICES SCARY	Saint Paul Pioneer Press (Minnesota)	Sat Paul Pioneer Press	04.26.1999	<i>TiVo Article No. 9</i>	BB00012179- BB00012180
51.		INTERACTIVE SERVICES DEBATED	Television Digest	Warren Publishing, Inc.	04.26.1999	<i>TiVo Article No. 10</i>	BB00012181- BB00012182



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<b>52.</b>	(In VIDEO NOTES)		Video Week	Warren Publishing, Inc.	04.26.1999	<i>TiVo Article No. 11</i>	BB00012183
<b>53.</b>	Stern and Graser	Techies whip up biz at conflicted confab	Daily Variety	Reed Elsevier Inc.	04.26.1999	<i>TiVo Article No. 12</i>	BB00012184- BB00012185
<b>54.</b>	Walker	Getting Personal With Television; New Digital VCRs Tailor Program Selection to Viewers' Tastes – and Time	The Washington Post	The Washington Post	04.24.1999	<i>TiVo Article No. 13</i>	BB00012186- BB00012188
<b>55.</b>	Lewis	STATE OF THE ART; Making Television Searchable	The New York Times	The New York Times Company	04.22.1999	<i>TiVo Article No. 14</i>	BB00012189- BB00012191
<b>56.</b>	Graser	ORACLE SEES VID ON DEMAND IN TV'S FUTURE	Daily Variety	Reed Elsevier Inc.	04.21.1999	<i>TiVo Article No. 15</i>	BB00012192- BB00012193
<b>57.</b>	Graser	Dishing up DishPlayer	Daily Variety	Reed Elsevier Inc.	04.20.1999	<i>TiVo Article No. 16</i>	BB00012194
<b>58.</b>	Alexander	Tailor-made TV; The new “digital” VCRs are promising to remove the stress of finding something you enjoy watching on TV.	Star Tribune (Minneapolis, MN)	Star Tribune	04.20.1999	<i>TiVo Article No. 17</i>	BB00012195- BB00012197

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59.	Haley	TAMING TV NEW HARD-DISK RECORDERS LET VIEWERS PAUSE LIVE TELECASTS AND TAPE SHOWS BY CATEGORY BRINGING TV UNDER CONTROL	San Jose Mercury News (California)	San Jose Mercury News	04.18.1999	<i>TiVo Article No. 18</i>	BB00012198-BB00012201
60.	Lewis	STATE OF THE ART; Making Television Searchable	The New York Times	The New York Times Company	04.22.1999	<i>TiVo Article No. 19</i>	BB00012202-BB00012204
61.		[?]	Business Wire	Business Wire, Inc.	04.27.1999	<i>TiVo Article No. 20</i>	BB00012205
62.		TiVo Selects Atmel's Smart Cad Crytpo Controller for Authentication and Security; AT90SC3232C Offers Highest Security	Business Wire	Business Wire, Inc.	04.26.1999	<i>TiVo Article No. 21</i>	BB00012205
63.		[?]	The Washington Post	The Washington Post	04.24.1999	<i>TiVo Article No. 22<sup>6</sup></i>	BB00012206

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<sup>6</sup> “*TiVo Report*” and “*TiVo Articles Nos. 1-22*” are hereinafter referred to collectively as “*TiVo publications*.”

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64.		Netflix.com Featured DVDs for Saturday, January 16, 1999	netflix.com archive.org	Netflix, Inc.	01/16/1999	<i>Netflix Web Pages No. 1</i>	BB00013060 – 13063
65.		Netflix.com Featured DVDs for Saturday, January 17, 1999	netflix.com archive.org	Netflix, Inc.	01/17/1999	<i>Netflix Web Pages No. 2</i>	BB00013064 – 13067
66.		www.netflix.htm Now with Over 3,200 DVDs to rent Tuesday, April 27, 1999	netflix.com archive.org	Netflix, Inc.	04/27/1999	<i>Netflix Web Pages No. 3</i>	BB00013068 – 13070
67.		DVD Movie Rentals Come Online	Newsweek Business Information	Newsweek	04/15/1998	<i>Netflix Article No. 1</i>	BB00008580 – 8581
68.		First Online DVD Rental Store Opens: Netflix Site Offers Unprecedented Title Selection, Availability and Convenience	Business Wire		04/14/1998	<i>Netflix Article No. 2<sup>7</sup></i>	BB00008582 – 8584

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<sup>7</sup> “Netflix Web Pages Nos. 1-3” and “Netflix Articles Nos. 1-2” are hereinafter referred to collectively as “Netflix publications.”